EXHIBITOR SERVICE MANUAL

April 16-18, 2008

The Venetian Resort-Hotel-Casino

Las Vegas

Dear RFID Journal LIVE! Exhibitor,

We are excited to have you participating in our upcoming event: April 16 – April 18 at The Venetian Resort Hotel in Las Vegas, NV. On behalf of our events team, I am pleased to send you the **RFID Journal LIVE! 2008 Exhibitor Services Manual**. Please use this as a reference tool to understand the opportunities that you have as an exhibitor.

This manual will be posted online. We recommend that you check this online version for periodic updates and changes at http://www.rfidjournalevents.com/live/esm.php.

Important deadlines coming up include:

- ✓ Make your hotel room reservations – Group Discounts end **March 25, 2008**

WHERE DO I BEGIN?

• **Go over the *Planning Checklist*—** We have put together a "cheat sheet", located in the *General Information Section*, which will aid you in preparing for the event.

• **Review the *Action Items/Timeline* page**— Meeting deadlines in a timely manner will help you save money, maximize your participation, and give you the most exposure prior to the event.

• **Read *Rules & Regulations*** — Please carefully review all regulations for both the event and booth construction.

• **Reserve your hotel rooms now**— The hotel is accepting room reservations on a first-come – first-served basis. Please turn to the *Registration & Travel Section* or **click here** and make your reservations today. We have negotiated a discounted rate with The Venetian Resort Hotel, but space is limited, so make your hotel reservations as soon as possible.

• **Program guide submission –** Each exhibitor receives one FREE company listing in the Official Event Program Guide. Instructions on how to submit your company description are located in the *Marketing & Promotions Section*. Don't miss this opportunity– submit your information today! The deadline is February 15, 2008.

• **Champion Online Ordering**— We have chosen Champion Exposition Services to serve as the Official Service Contractor. To assist you in planning, necessary show services order forms are located in this manual; or you can order online any time after February 1st by following the instructions found in the "Online Ordering" Form. If you have a question regarding online ordering, please call Champion's Exhibitor Services at 800.723.1123 or 508.923.5200.

Bring this Service Manual, copies of all your service orders and proof of payment with you to the event (or give it to the person who will be managing your booth on-site) for reference.

If you have any questions about this Exhibitor Service Manual, please contact me at cjohnson@rfidjournal.com or at 508-778-1974. We are excited about the upcoming event and are dedicated to making it successful for everyone!

Best regards,
Cheryl M. Johnson
Director, Events Management
cjohnson@rfidjournal.com
Tel 508-778-1974 / Fax 508-778-0003

TABLE OF CONTENTS

GENERAL SHOW INFORMATION 5
- Show Information
- Action Items/Timeline
- Planning Checklist
- RFID Journal LIVE! Contact List
- RFID Journal LIVE! Third-Party Vendor Contact List
- Frequently Asked Questions
- Security Tips

MARKETING & PROMOTIONAL OPPORTUNITIES 14
- Exhibitor Marketing Tools
- Customized HTML Invitations for Customers & Prospects
- RFID Journal LIVE! Media Program
- Public Relations/Schedule a Press Conference
- On-Site Program Guide Specifications: Company Listing, Session Abstracts & Speaker Biographies
- Additional Sponsorship & Branding Opportunities

REGISTRATION & TRAVEL 24
- Registration Information & Instructions
- Hotel Reservations
- Airport Information & Ground Transportation
- Las Vegas Weather
- Appropriate Attire

RULES & REGULATIONS 27
- Logistics
- Sponsor Display Guidelines
- Rules & Regulations
  - Union Jurisdictions
  - Fire Regulations
  - Liability & Insurance

CHAMPION EXPOSITION SERVICES – GENERAL INFORMATION 38
- Critical Show Information
- Before, During & After the Show
- Order Discount Deadline Date Checklist
- How to Place Your Orders
- Order Forms Recap
- Payment Options & Policy
- Credit Card Authorization Form
- Third-Party Payment Authorization Form

TABLE OF CONTENTS (continued)

Shipping and Drayage
Labor
Decorating & Exhibit Hall

ELECTRICAL, LEAD RETRIEVAL, AUDIO VISUAL & OPTIONAL SERVICES 74
Lead Retrieval Form
Electrical Order Form
Telecommunications/Internet Order Form (SES Specialized Event Services)
Computer Rental and Audio Visual Services Order Form
Rigging Order Form

GENERAL SHOW INFORMATION

Location:

The Venetian Resort Hotel
3355 Las Vegas Blvd., South
Las Vegas, NV 89109
Tel 702.414.1000
Fax 702.414.1100

Exhibit Hall Hours:

Move-In & Setup

Tuesday, April 15	8:00 am – 5:00 pm
Wednesday, April 16	8:00 am – 4:00 pm **(all booths must be set-up by 4:00 pm)**

Exhibit Hall Open

Wednesday, April 16	6:15 pm to 8:00 pm	Opening Reception in Exhibit Hall
Thursday, April 17	10:45 am to 4:30 pm	
Friday, April 18	10:30 am to 3:00 pm	

Tear Down & Move Out

Friday, April 18	3:00 pm –7:30 pm

Note: All carriers (trucking companies) must check in no later than **4:30 p.m. on Friday, April 18, 2008** for freight pickup.

Exhibit Booths Include:

- Booth sign listing company name
- 8' high back drape (navy Blue)
- 3' high side rails (navy Blue)

****Please Note: The exhibit hall is NOT carpeted, so you will be responsible for carpeting your exhibit booth space. All booths must be carpeted.**

Exhibit Area:

The Venetian Resort Hotel, Exhibit Hall D

ACTION ITEMS/TIMELINE

Deadline	Action Item
On Signing of Contract	• **Final booth & sponsorship payment** due February 15, 2008 • Corporate logo due (when applicable) for use on event web site and/or in printed materials and signage, send to tgiganti@rfidjournal.com • Confirm company URL for link on event web site send to tgiganti@rfidjournal.com
March 25	Make **hotel reservations** online at http://www.rfidjournalevents.com/live/book_a_room.php
ASAP	**Order Customized HTML Email Templates:** This is included in your participation and is complimentary for exhibitors. Send an email to tgiganti@rfidjournal.com
February 15	**Event Program Guide materials** due: (a) Corporate logo and profile (b) Breakout session abstract **(if applicable)** (c) Breakout session speaker bio and photo **(if applicable)** (d) Vendor Panel participant bio and photo **(if applicable)** Send item (a) to tgiganti@rfidjournal.com and items (b), (c) and (d) to dlambert@rfidjournal.com.
February 8	**Reserve Ad Space** in the onsite Event Program Guide. Contact your sales representative for details and insertion order.
February 15	**4-Color, Full-Page Ad Materials for Event Guide due** Send to tgiganti@rfidjournal.com
March 25	Deadline for advance order on Custom Exhibits & Signage
April 1	Deadline for advance order on all other decorator services (furniture and accessories)
April 1	**Register your staff and VIP's.** After this date, all registrations must be submitted on site at the registration desk.
April 8	**Confirm your shipments and their contents** so that we can locate and track your shipments for you on-site.
April 8/April 14	**Late to warehouse charges will apply to shipments received after April 8**. April 14 is last day Champion's warehouse will accept deliveries.
April 2	**Schedule a Press Conference**
April 17 – 18	**RFID Journal LIVE! 2008 – Space Selection for the 2009 RFID Journal LIVE! Exhibition** in the on-site Sales Suite.

PLANNING CHECKLIST

☐ Submit Company Profile for Event Guide: tgiganti@rfidjournal.com	February 15, 2008
☐ Submit Speaker Bios (if applicable) for Event Guide to: dlambert@rfidjournal.com	February 15, 2008
☐ Logos & Profiles Submitted for Event Guide/Signage to: tgiganti@rfidjournal.com	February 15, 2008
☐ 4-Color, Full-Page Ads for Event Guide to: tgiganti@rfidjournal.com	
☐ Exhibitor Appointed Non-Official Contractor Form to: cjohnson@rfidjournal.com	March 30, 2008
	For Advanced Discount Pricing (where Applicable)
☐ Lead Retrieval	March 14, 2008
☐ Hotel Reservation Discount	March 25, 2008
☐ Custom Exhibits Rental	March 25, 2008
☐ Special Signage	March 25, 2008
☐ Furniture Requests – Tables, Chairs, etc.	April 1, 2008
☐ Smart City Telecommunications/Internet Services	April 13, 2008
☐ Third-Party Payment Authorization	April 1, 2008
☐ Booth Labor	April 1, 2008
☐ Booth Cleaning & Porter Service	April 1, 2008
☐ Audio Visual / Computer Rentals	March 24, 2008
☐ Electrical Services Orders (Sands Expo Services)	March 24, 2008
☐ Advance Shipment Discount Material Handling Pricing	April 8, 2008
☐ Exhibitor Registration	April 11, 2008
☐ Direct Shipments to Arrive at The Venetian Resort Hotel	April 15, 2008 (10:00am – 5:00 pm)

RFID JOURNAL LIVE! STAFF CONTACT LIST

OPERATIONS/LOGISTICS TEAM CONTACTS:

Kim Ray, Vice President of Events
Tel 860.461.7168
Email kray@rfidjournal.com
Fax 617.663.6223

****Contact Kim re:** General Event Questions

Cheryl Johnson, Director, Events Management
Tel 508.778.1974
Email cjohnson@rfidjournal.com
Fax 508.778.0003

****Contact Cheryl re:** Operations and Logistics, Move-in and Move-Out, Booth Set, & Shipping Info.

Tim Giganti, Marketing Coordinator
Tel 212.584-9400 ext. 3
Email tgiganti@rfidjournal.com
Fax 212.584-9359

****Contact Tim re**: Sponsor/Company profiles, Sponsor/Company logos, Program Guide Ads

SALES TEAM CONTACTS:

Alan McIntosh, Director of Sales
Tel 212.584.9400 ext. 4
Email amcintosh@rfidjournal.com
Fax 212.584-9359

Matthew Singer, Director of Sales
Tel 212.584.9400 ext. 6
Email msinger@rfidjournal.com
Fax 212.584-9359

ADDITIONAL RFID JOURNAL LIVE! STAFF CONTACTS

Deborah Lambert, Administrative Assistant of Events
Tel 631.249.4989
Email dlambert@rfidjournal.com
Fax 631.794.2402

****Contact Faiza re:** Any speaker or agenda questions (i.e. speaker bios, presentations, AV needs, etc.)

Bob Basmadjian, Public Relations Manager
Spectrum Marketing & Communications
Tel 908.823.9400
Email spectrum_marketing@earthlink.net

** **Contact Bob re:** PR Opportunities, Obtaining the pre-registered Press List & Scheduling Press Conferences/Announcements

RFID JOURNAL LIVE! THIRD-PARTY VENDOR CONTACT LIST

Audio Visual Services/Computer & Equipment Rentals
Digital Blue Global
1733 Picaro Court, Suite 100
Las Vegas, NV 89128
Phone: 866.43-DBIAV
Fax: 702.974.0244
Email: info@dbiav.com

Catering
Jerry L. Davidson, Jr., CMP
Catering Conference Manager – Catering & Conference Management
The Venetian Resort Hotel
3355 Las Vegas Blvd., South
Las Vegas, NV 89109
Phone: 702.414.4002
Fax: 702.414.2305
Jerry.davidson@venetian.com

Electrical Services
SES Specialized Event Services
201 Sands Avenue
Las Vegas, NV 89169
Phone: 702.733.5070
Fax: 702.733.5568

Lead Retrieval
Laser Registration
4200 St-Laurent, Suite 1000
Montreal, QC
H2W 2R2 CANADA
Phone: 866.298.0801
Fax: 514.228.3078
Email: leader@laserreg.com

Official Contractor (labor, furniture, specialty signage, etc.)
Champion Exposition Services
139 Campanelli Drive
Middleboro, MA 02346
Phone: 800.723.1123
Fax: 508.946.1019

Booth Cleaning
SES Specialized Event Services
201 Sands Avenue
Las Vegas, NV 89169
Phone: 702.733.5070
Fax: 702.733.5568

Rigging Services
SES Specialized Event Services
201 Sands Avenue
Las Vegas, NV 89169
Phone: 702.733.5070
Fax: 702.733.5568

Telephone / Internet Services
SES Specialized Event Services
201 Sands Avenue
Las Vegas, NV 89169
Phone: 702.733.5070
Fax: 702.733.5568

FREQUENTLY ASKED QUESTIONS

Do I need insurance for my exhibit space?
Exhibitors must obtain adequate insurance at their own expense. RFID Journal and The Venetian Resort Hotel require coverage of at least $1 million of comprehensive general liability insurance as well as adequate levels of Property Insurance, Workers Compensation, and Automobile Liability Insurance.

Exhibitors wishing to insure their exhibit materials against theft or damage must do so at their own Expense. Neither The Venetian Resort Hotel, RFID Journal, nor Champion Exposition Services will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, while in exhibit building, or for any loss of income as a result of any reduced sales due to such loss or damage.

What hidden costs should I be aware of?
Generally, the most common expenses outside the rental of the exhibit space are incurred through shipping, freight handling, furniture ordering, union labor and booth cleaning. Please take a minute to review the shipping and order forms provided in your exhibitor service kit. **Ordering by the Advance Discount Deadline Dates will save your company money.**

Do I need to carpet my booth?
Yes. The exhibit hall is **NOT** carpeted. Therefore, each exhibiting/sponsoring company will be responsible for carpeting their display area. Please refer to the *Decorating & Exhibit Rental Section* of Champion Exposition Services' information for pricing and order forms.

What is the difference between shipping to the Advance Warehouse vs. shipping directly to show site?
To ensure that exhibitor move-in is efficient and timely, Champion Exposition Services provides exhibitors the opportunity to ship items for their exhibit spaces to an advance warehouse. Items shipped to the advance warehouse are delivered to the event site a day earlier than freight that is accepted on-site. This generally will insure that your booth items are placed as early as possible in your booth location for set-up.

Do I need to send in the Exhibitor Appointed Non-Official Contractor Authorization form?
If you will be using a third-party contractor to install your exhibit space, you will need to fill out and fax back the Exhibitor Non-Official Contractor form to Champion Exposition Services Decorating by April 1. Your contractor will also need to provide a **copy of their insurance** along with this form.

How many badges do I receive with my exhibit space?
This depends on your company's level of participation. Please refer to the *Registration & Travel Section* for a detailed description.

Where can I find my booth location?
Exhibitor booth locations can be found via a downloadable floor plan at http://www.rfidjournalevents.com/live/floorplan.php.

SECURITY TIPS

Event Management will provide 24-hour perimeter access control throughout the show, but **assumes no liability for loss or damage to exhibitor's property**. Event Management does not carry insurance on exhibitor materials or displays. **Exhibitors are responsible** for extending a rider on their present insurance policy to cover damage or theft of their materials or displays while in transit to and from, and during the event.

Suggestions on protecting your display:

- ✓ Do not mark the outside of your shipping cartons with the contents—use a code.
- ✓ Furnish your shipping company with an accurate and complete bill of lading.
- ✓ Do not leave materials in containers to be stored with empties.
- ✓ Whenever the exhibit floor is closed or your booth is unattended, remove valuable items or secure them in a safe place. There will be a security cage available near the Exhibitor Services Desk at the rear of the Exhibit Hall to lock up valuables.
- ✓ Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the exhibits floor is closed.
- ✓ When the exhibits floor closes, pack as quickly as possible and do not leave your display unattended.
- ✓ During move-out remain with your display and equipment until it has been packed and is ready to ship.
- ✓ Prior to shipping be sure to insure your shipment with your designated shipper.